

Class Code 3507/Exempt
Position Title Director
Working Area Community Information Department
Effective Date 10/01/03



JOB DESCRIPTION

Scope

This position is responsible for the communications, planning, directing, organizing, coordinating, and evaluating the overall activities of the Community Information Department. The Director is responsible for implementing the county wide communications plan; provides counsel to the County Manager's Office and departments regarding effective communication of policies; disseminates information to a wide range of audiences including citizens, employees, news media, industry representatives; and oversees cable access television operations.

Essential Functions

Note: These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is a logical assignment to the position.

Direct, plan, coordinate, and implement the activities and personnel of the Community Information Department. Recognize and respond to communications issues; analyze the impact on the county and/or public opinion and take appropriate action. Create and maintain positive and productive working relationships with media representatives and meets one on one with reporters and editors to assess needs. Direct the content, planning, design, writing, editing and production of publications, including brochures, pamphlets, press releases, newsletters and the Annual Report. Oversee the creation, development and production of all county video and television programs including content, script writing and storyboarding. Coordinate the Countywide Speaker's Bureau and Citizen's Academy. Work with the Information Technology Department to ensure consistent and accurate information is disseminated via the Website. Respond to requests from the media and the public.

Minimum Qualifications

Knowledge and Skills

Knowledge of the theories, practices and principles of public information and public relations. Knowledge of State and County policies, procedures and practices, with in-depth knowledge of the government communications arena. Highly skilled in written and verbal communications. Knowledge of the theories, principles and practices of effective management.

Education

Bachelor's degree in Public Relations, Mass Communications, Journalism, Marketing, Public Administration or related field and five years of progressive experience in Public Relations, with two years at a management level. Masters degree and accreditation in Public Relations (APR) preferred.

A comparable amount of education, training, or experience may be substituted for the minimum qualifications.

Working Conditions

The work environment for this position is a general office setting with some field work. The incumbent performs most duties sitting at a desk, table or workstation. This position has regular exposure to radiant and electrical energy found in an office environment. This position may perform some duties that require prolonged standing or walking.